

EXHIBIT 1



Approximate dimensions: 7.3" X 4.3" X 0.8".
Weights 11 ounces.

Click here to go to "Home Page" to
view larger image of the FlashMaster.

Awards & Reviews

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The New York Times

Excerpts from Susan Stellin's August 15, 2002 Article Titled

STUDY AIDS; Device Helps Make Arithmetic Appealing to the Game-Inclined

If you suspect that all those electronic gadgets for children are only good for wasting time with games, check out the FlashMaster, a digital alternative to flashcards that helps teach basic math skills. ... Its gamelike attributes make arithmetic surprisingly engaging. ... At the end of a practice session or a test, the total score is displayed. Snooping parents can push a button to see the results of the last nine activities; another button calls up drills in problems that were answered incorrectly. (emphasis added)

<http://query.nytimes.com/gst/abstract.html?res=F40E10FB345E0C768DDDA10894DA404482>

[This link is to only a shortened abstract of the article. The full article is accessible only after payment of \$2.95.]



PC Magazine

Excerpts from Carol A. Mangis's May 27, 2003 Article Titled

Learn Math in a Flash

Kids who are learning math basics-addition, subtraction, multiplication, and division-can hone their skills with the FlashMaster, a simple yet engaging handheld computing device. You can practice in several customizable modes The FlashMaster gives feedback after each activity and remembers results of the previous nine activities. Surprisingly, it really is fun to use; none of our testers (age 6 to 16) wanted to relinquish the FlashMaster. (emphasis added)

www.pcmag.com/print_article/0,3048,a=40909,00.asp

[The preceding quick link goes to only the text of the article.]

www.pcmag.com/article2/0,4149,1047938,00.asp

[The preceding slower link goes to both the article's text and (enlargeable) photograph of the FlashMaster.]



Mary Pride in Practical Homeschooling

Excerpt from lead article in "Hot! Products" section of May/June 2003 issue (#53)

The academic area homeschool kids are worst at, according to the results of national standardized tests: timed arithmetic drill. What the **Flashmaster** is: a hand-held electronic math drill product that kids can operate on their own. ... **Unlike other electronic drill gizmos we've seen, the FlashMaster is a serious educational tool. ... Obviously a lot of love and a lot of engineering went into this product! ...**[H]ere is a quick and easy, highly motivational, way to speed up those arithmetic skills. (emphasis added)



The Old Schoolhouse Magazine

Excerpts from April 2004 product review on its website by Jenefer Igarashi, Senior Editor

If ... you plan to teach them math, you're going to want the Flashmaster. This may end up sounding more like a commercial than a review; ... It is perfect in every way. It's Math Heaven ... I love it! ... This is the first math product that I've ever found that I've honestly felt like it was a 'must have'. ... This is no exaggeration! I am thoroughly impressed, and cannot stop telling every homeschooler I know about it. Get this product! It is, without a doubt, the best math resource I've ever come across.

"Publisher's Note"

My husband and I are thrilled with FlashMaster. Never have we found a tool so handy for teaching math drills. With nine levels covering all four math learning areas, we finally feel like our children are getting the timed drills they need on a regular basis. All four of our kids use it daily. We love it- Gena Suarez, Publisher, The Old Schoolhouse Magazine.

http://www.theoldhomeschoolhouse.com/intelligent_toys.htm#Flashmaster

[Click on the above address to read the review by Jenefer Igarashi in its entirety, as well as the magazine's "Publisher's Note".]



Chicago Tribune

(James Coates, Sept. 23, 2002)

If you know a youngster who needs a kick start to do basic arithmetic, point ... to www.flashmaster.com ... where ... Flashmaster LLC offers a ... simple gadget to coach ... multiplication tables, basic addition, subtraction and division. ... The \$50 FlashMaster is an 11-ounce gadget ... that handles all the drills that earlier generations learned by grade school flashcards. ... The thing takes on a gamelike feel ... to reward or prod the user. Sounds can be muted and ... an earphone jack that can be used in the car on family trips. ... a fine tool. (emphasis added)



The Philadelphia Inquirer

(John L. Fried, July 24, 2003)

So now we have the electronic answer to ... flash cards to teach children math. And a good thing, too: This 11-ounce hand-held computer can do all sorts of things that paper flash cards cannot. ... It can display a variety of addition, subtraction, division and multiplication exercises. It allows children to work by themselves, but retains their work so parents or teachers can review it later. It can be set to give timed practices or timed tests. (emphasis added)

<http://www.philly.com/mld/philly/business/6369998.htm>



♦
Detroit Free Press

(Aug. 25, 2002)

[C]heck out the FlashMaster This 7-by-4 inch hand-held device can be set for practice sessions or tests in addition, subtraction, multiplication or division at various skill levels. Once an activity and a skill level are selected, a series of problems appear on the screen. ... The FlashMaster responds to answers with screen messages and sounds that can be muted when necessary.

♦
Sacramento Bee

(Elizaabeth Kemper, July 27, 2003)

FlashMaster, the winner of many awards ..., is a handy little \$49 machine that can help with basic addition up to ... division. ... [Y]our kids will figure out how it works before you do, so just let 'em at it. Luckily the machine keeps track of missed problems. Kids are given the missed equation(s) ... until they get it right, and you get to keep track of progress. My third-grade niece played with this for days before she realized she was doing homework, and my sister learned a lot about what areas need the most amount of attention. (emphasis added)

♦
Other Favorable Reviews in:

Santa Cruz Sentinel (Aug. 19, 2002)

South Florida Sun-Sentinel (Aug. 25, 2002)

Milwaukee Journal Sentinel (Aug. 26, 2002)

<http://www.jsonline.com/bym/tech/news/aug02/69268.asp>

News & Observer (Aug. 26, 2002)

San Diego Union Tribune (Oct. 14, 2002)

♦
Children's Software Revue

Reviews the FlashMaster and Awards It the Magazine's

"All Star Award"



All Star Award 2002 & 2003

Following is what the May/June 2002 issue said about the FlashMaster:

On page 6, under "Smart Toys... Smart Kids", the magazine lists, by subject area, recommendations for summer-vacation use: "Here's a roundup of our favorite skill-boosting gadgets that the kids will actually want to use."

Math

There are two well-designed gadgets that will help children enhance both speed and accuracy of addition, subtraction, multiplication and division skills. FlashMaster (4.4 stars, FlashMaster LLC, ages 6-up, \$49.95, 307-733-8577, www.flashmaster.com) is a lightweight, compact, handheld device that quizzes kids on their number facts. It's very easy to use, and quite customizable. You can select from all four operations (addition, subtraction, multiplication and division) and can zero-in on specific fact families. Progress is recorded in a memory bank that shows the results of the last nine activities. We found the gadget very intuitive, well labeled, and sturdy, too, with large keys and easy to read LCD screen. [The paragraph then describes Turbo Twist Math by LeapFrog as the second and only other recommendation for math. Both this product and the FlashMaster are shown (on pages 20 and 21 as winners of the "All Star Awards", but Turbo Twist Math is classified as "Early Elementary" and the FlashMaster as "Upper Elementary (grades 3-5)".]

Then on page 16 under "Smart Toys" (accompanied by a color photo of the FlashMaster):

FlashMaster LLC ... Smart Toy--This lightweight, compact (4" x 8") handheld device quizzes kids on their number facts. It's very easy to use and quite customizable. You can select from all four operations (addition, subtraction, multiplication and division) and can zero-in on specific fact families. Progress is recorded in a memory bank that shows the results of the last nine activities. We found the device very intuitive, well-labeled, and sturdy, too, with large keys and easy to read LCD screen. Sound effects can be turned on and off. In appearance, the device resembles a calculator, which we see as a strength in that older kids won't be put off by a toy-like look. We wished there was a sign-in feature to track individual children's progress, but this is a minor issue for home use. If your child needs extra, straightforward practice on math facts, we highly recommend this product. (Keep it in the car for some quick math facts practice.) Visit www.flashmaster.com.

On page 21, the FlashMaster is listed under "Upper Elementary (grades 3-5)" as the winner of the magazine's "All Star Award" (sometimes also referred to as the "All Star Software" award) "based on the recommendations of CSR editors and testers".

<http://www.childrensoftware.com/pdf/csrmay02.pdf>

[This link may be time-consuming since it is to the entire May/June 2002 issue of Children's Software Review.

The three locations where the FlashMaster is addressed can be found by scrolling to pages 6, 16 and 21.]

Home School with the Web

Excerpts from review of July 17, 2003

No more missing flashcards!

We were pleasantly surprised at the quality and functionality of FlashMaster. ... All of the children who tested the FlashMaster in our trial were able to figure out approximately 85% of it on their own in under 15 minutes. They reported it as being fun to use, game-like and much more interesting than flash card drills.

We ... found a better value than Turbo Twist Math[®] by Leap Frog[®] ... well thought out in design, versatile and very useful. ... so many features to FlashMaster that they can not all be covered in a short review. ...

<http://www.homeschoolwiththeweb.com/flashmasterreview.htm>
[Click on the above address to read the entire review.]



"Dr. Toy" (Stevanne Auerbach, Ph.D.)
(The Institute for Childhood Resources in San Francisco, California)
SELECTS THE FLASHMASTER AS A:
"Best Vacation Children's Product" for 2003



Following is an excerpt from "Dr. Toy's" comments about the FlashMaster when it was selected by the Institute for Childhood Resources as a "Best Vacation Children's Product" for 2003:

The FlashMaster is a fun 11-ounce handheld computer with a large, clear display that helps children—essentially on their own—master the basic math facts in addition, subtraction, multiplication, and division. ... It enables the busy parent to check quickly and in detail the work that their child has done. This product comes highly recommended. It will help your child to improve their mathematical abilities and gain confidence.

http://www.drtoy.org/2003_vacation/flashmaster_2003_v.htm
[Click on the above address to read the entire review.]



Review of the FlashMaster by
***T.H.E. GUIDE* (THE HOME EDUCATORS' GUIDE)**

Following is what the August 2002 issue said about the FlashMaster:

Quite often we receive emails and letters to review websites for home educating products and services.

Now, for at least one of our students (!!), math isn't exactly the subject of choice, but a necessary evil! A few months ago, a product came along claiming to help a child master math facts in flash card style but with a handheld computer.

The day we received the FlashMaster, every one of us had to check it out! It only took a few seconds to study the layout, choose a learning activity, a problem type, whether timed or not, and 'Start'! Of course, there are many other options to choose from. Bottom line, this is a great tool for your student to take *anywhere, anytime*. Just a few minutes a day helps your student to master their math facts. The best part is, they'll have fun and a second person doesn't have to be around to flash the cards or check the answers! Feedback is immediate.

We've used different learning aides in the past: flash cards, "multiplication bingo", "multiplication wrap-ups", and other tools. Each one has helped in varying degrees. The FlashMaster is a great learning tool, even when it's just "lying around" for someone to pick up just to "doodle" with for a few minutes. After all, isn't home schooling quite often a child learning when they do not realize they are learning?! The FlashMaster is a good replacement for your traditional flash cards.

Here's the lowdown on the FlashMaster (taken from their website, www.flashmaster.com):

It's easy to understand and operate. On their own, students master addition, subtraction, multiplication and division. No more than 10 minutes per day is required of the student, with minimal supervision (none during practice). The "See Results" key makes it easy to evaluate in detail at any time and anywhere, each of the 9 latest "activities". Timed or untimed tests may be taken. You can even print a form from their website to record results and assignments.

Students are motivated by the automatic display of results at the end of each activity and by later "reviewability" of 9 activities by you. It is an extremely efficient use of your students' time. There is no time wasted by distracting computer games, by unnecessary keystrokes, or by tedious and time-consuming "rewards". Your student really can use the FlashMaster anywhere and at any time—the car, the kitchen, break time, campouts, during TV commercials, etc.

The FlashMaster really is a unique and fun math aide. Visit their website today to see a picture of the FlashMaster and read about all its many uses. It comes with a 100% money back guarantee. Remember, Christmas is coming up, too!

(Note: In case you're wondering, we do not receive any compensation whatsoever from Flashmaster LLC. We just thought it was a really neat educational tool to share with you!)

Written by Ericka & Craig Brown of THE HOME EDUCATORS' GUIDE (a monthly publication of Home School Organizers—www.homeschoolorganizer.com)



**Recommendation of the FlashMaster by
Hoagies' Gifted Education Page**

A toy, a learning tool... both. FlashMaster replaces flash cards for $+-*/$ math facts. Use it with or without the timer (or make it longer, for kids who need some limits, but a little more time), with or without sound effects, problems that are missed can be run separately in "missed problems." Change the format of the problems, putting the "variable" in any position. This is a great tool, that's great fun, even for our twice exceptional friends...

http://www.hoagiesgifted.com/smart_toys.htm



Recommendation of the FlashMaster by Annette Mixon
ContraCostaTimes.Com Website's "Education Expert"
5/28/03

The FlashMaster is a handheld 11-ounce computer that helps students learn addition, subtraction, multiplication, and division math facts. We use the FlashMaster at our [Sylvan Learning] Center in Lafayette and the kids love it! It costs around \$50 and is worth the price. You can purchase this device on their website: www.flashmaster.com. If you are looking for an avenue to break up the flashcard routine, I strongly recommend this product. It would be a great way to help your child keep up on math facts over the summer. (emphasis added)

http://www.bayarea.com/mld/cctimes/living/education/ask_expert_front.htm



Review of the FlashMaster by Mary Ann Kelley, Editor
TheHomeSchoolMom.Com
(August, 2003)

This summer I had the opportunity to test a new math resource called the FlashMaster. At first glance I was unsure of how my girls would react to this little electronic device. The FlashMaster measures about 5"x7" and has the ability to give timed tests, timed practice, and timed flashcards. It also has the ability to drill addition, subtraction, multiplication, and division tables either in order and out of order. Because it offers both timed and untimed functions, it is easy for children to use in a way that makes them most comfortable. It looks quite busy, with several rows of buttons and lots of notations. Undaunted, my 5 year old grabbed it from me and within a couple of minutes (and with a little help from her mom with the reading part), she had deduced how to set up the FlashMaster to quiz her on math facts at her ability level. Without any instructions from me (which is how the teacher's guide recommends introducing the FlashMaster), my 8 year old figured it out completely. The FlashMaster quickly became a favorite take along for long car rides and waiting at ballet lessons, among other times. If I just tuck it in my bag without a word, the children quickly spy its familiar shape and ask to play with it. The FlashMaster is \$49.95 and includes a 60-day money back guarantee (which includes a refund of shipping and handling). (emphasis added)

<http://www.thehomeschoolmom.com>

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Excerpt of the Review of the FlashMaster by Marjan Glavac

The Busy Educator Website

(August, 2003)

The FlashMaster is a lightweight (11 ounce), handheld, easy to use electronic device that has an incredible number of features to help students with their math facts including: 6 learning activities, 8 per activity time limits, 10 per problem time limits, 9 levels and 10 or more tables for each of its 4 arithmetic operations, 3 problem formats, ability to practice the 15 most recently missed problems, a very useful guide for teachers and parents and more.

The FlashMaster ... will help students ages 7 and up with their math facts in a fun, engaging and challenging way.

<http://www.glavac.com>

♦
♦
Comments Made about the FlashMaster by Editor of

4HomeSchool.Info

We received our FlashMaster two days ago. Yes, the kids are fighting over who gets to do math! They love it! My second grader is actually taking the initiative to teach herself new math problems. The FlashMaster lets me go in and check all her scores for that session of playing too. I keep a running track of it, and it is proof they are both learning the basics of math with this little wonder! Great way to teach with Fun Learning!

...

We are on month two with our FlashMaster. It is great! My second grader is taking to multiplication like it was child's play!

<http://www.4homeschool.info/FlashMaster.htm>

Education Update

Excerpts from Mitchell Levine's September 2003 magazine and website article titled

Product Review: Flashmaster Electronic Math Tutorial

This tutorial device is a godsend for any parent of a schoolage child [T]his surprisingly diverting resource is actually quite addictive.

The Flashmaster has received rave reviews from such diverse and venerated pillars as Education Week, The New York Times, and Mary Pride in Practical Homeschooling (when's the last time all of them agreed on anything)? Education Update recommends that any parent, teacher, or home educator

with school-age children allows their child to develop the computational confidence that comes with basic mastery, while hav[ing] a disconcerting amount of fun while doing it.

http://www.educationupdate.com/archives/2003/sept03/issue/tech_flashmaster.html



Comments made about the FlashMaster by Ann Zeise in her website

A to Z Home's Cool Homeschooling

Flashmaster

Kids regard it as a "GameBoy," but it is a little computer for practicing basic math facts: addition, subtraction, multiplication and division.

<http://www.gomilpitas.com/homeschooling/materials/MathStuff.htm>



Homeschooling Today

Excerpts from review in Nov/Dec 2003 issue

[My six-year-old son would] quickly figured out how to get the little machine going, and while he needed some help to figure out how to turn off the time function, he didn't want any further assistance after that. ... The little gadget is small enough to take along in the car or a totebag, and what is especially nice is that the instructions have been placed permanently on the back ...! As a mother who has picked up more bent and chewed paper flashcards than she can count, I find the *FlashMaster* a **most helpful, engaging tool for young mathematicians**. (emphasis added)



Eclectic Homeschool Online

Excerpts from review in February 2004

[M]y nine-year-old son grabbed it, and he has continued to use it over many weeks! ... [H]e **loves it even more than his occasional Gameboy**, and it's much more educational. He wanted me to tell everyone...that he can 'bring it anywhere' **Dubbed as 'The Affordable 11-Ounce Computer That Replaces Flashcards' ...**, *Flashmaster* **does just that** ... [T]his little tool [is] excitingly simple and convenient. ... extremely easy to use ... fit[s] inside a mom's purse ... jacket pocket ... even ... glove compartment, so that your child always has an exciting, interesting ... and most importantly, an educational activity handy. (emphasis added)

http://www.flashmaster.com.htm/eco_review_feb_2004.htm

[Click on the above address to read the entire review.]



Review of the FlashMaster by Linda Carrey, Editor

EveryPartyUndertheSun.com

TIP 6 – Get a FlashMaster (a new electronic device for learning math facts): This nifty device helps children learn their addition, subtraction, multiplication, and division facts in a fun way.

<http://everypartyunderthesun.com/freesoftware.htm>
[Click on the above address to read the entire review.]



Two Reviews of the FlashMaster in The Education Clearinghouse Product Review Center (aka Education Explorations, LLC)

FLASHMASTER: Quick, intuitive, easy to use, FUN!, great product!

REVIEW ONE:

Tired of losing flashcards? Do your children get bored using the same old format? Now you can spark new interest with the help of Flashmaster! This intuitive little computer makes learning math so much fun! Created to simulate / replace flashcards, your child can now learn their math facts on their own with little or no help, depending on their age.

Flashmaster is lightweight, affordable, easy to use and offers so much power inside this little box. All ages will find this a fun tool to learn by and review their math facts with.

Flashmaster allows the parent or teacher to monitor progress ... with complete details on the work completed by the student.

Now your child can learn at home or in the car and enjoy it! No more "OH NO! NOT MATH AGAIN!!?!?!" Now they will be asking to "play" Flashmaster!

We found this product to be of great value and great quality. Easy to use as well as fun to use. All ages will enjoy it and it will endure through the use by multiple children, because the quality it has been designed with.

REVIEW TWO:

Addition, Multiplication, Division, Subtraction - all at the touch of a button! Now THAT is math that "adds up" to fun!

This is a tool that any child can use without a parent or teacher's help. With the touch of a button a child can choose the category and skill level desired and begin to learn on their own. Then, once they are done, their parent or teacher can check what they have done and see what areas need more study/practice/review.

This is a handy product that allows one the freedom to take math practice with them, wherever they go.

Our children love using Flashmaster and it has become a part of our daily math routine. I have also found they ask to use it once the day of "school" is complete. This is an added benefit that normal curriculum does not usually render.

Thank you, Flashmaster, for a product that has solved the math dilemma.

http://www.educationexplorations.com/reviews/view_review.php?review_num=228

Review by second-grade teacher Linda Carrey

Horizon Elementary, Broward County, Florida

Hardware Review
Submitted by Linda Carrey
Teacher, Grade 2
Horizon Elementary

Title: FlashMaster
Publisher: Flashmaster LLC, P.O. Box 9321, Jackson Hole, Wyoming 83002
Sunshine State Standards: MA.D.2.1.1, MA.A.3.1.1, MA.A.3.1.1.2.2

I first read about the FlashMaster, an 11 oz. handheld computing device that replaces flashcards for teaching addition, subtraction, multiplication, and division facts, in the May 27, 2003 issue of PC Magazine. Intrigued, I wrote a TDIF grant in June for eight FlashMasters to use in my second grade classroom.

The FlashMaster is well labeled with large keys and an easy to read LCD screen. Six yellow keys display the learning activities: 1) "Table: In Order"; 2) "Table: No Order"; 3) "Practice", 4) "Test", 5) "Flashcards", and 6) "Special Problems"; and three white buttons allow the user to select the arithmetic operation (+, -, ' , or .), the "Level" or "Table" from which problems are generated, and the time limit for answering correctly. Using the FlashMaster is a snap: After pressing the On button, step 1: push a yellow key to select a learning activity; step 2: push the white keys to select an operation, level or time; and step 3: push the green "Start" key. The "Special Problems" key reviews problems that have been either recently missed or manually entered and the "See Results" key allows teachers and students to view the number and percentage of problems answered correctly.

My [second-grade] students in 2003-4 ranged from low to average in math abilities. Eleven of the 16 children who took the SAT-9 in first grade scored below 40%. The average score for the class was 32%. The students used the FlashMasters enthusiastically throughout the day as they completed assignments and during center times. Did the FlashMasters improve their mathematical abilities? The scores for the 16 students rose from 517 to 751 and climbed to an average of 47%, an increase of fifteen percentage points. (emphasis added)